

## Visitor Structure

### f.re.e – The Fair for Leisure and Travel 2023

**Overall number of visitors:** more than 160.000  
**Share of private visitors:** 89%  
**Share of trade visitors:** 11%

#### Regional origin

|                            |     |
|----------------------------|-----|
| Up to 50 km                | 56% |
| More than 50 up to 100 km  | 29% |
| More than 100 up to 300 km | 13% |
| More than 300 km           | 2%  |

#### Country

|                   |     |
|-------------------|-----|
| Germany           | 98% |
| Foreign countries | 2%  |

#### Gender

|        |     |
|--------|-----|
| Male   | 50% |
| Female | 51% |

#### Age

|                             |     |
|-----------------------------|-----|
| Up to 20 years              | 9%  |
| More than 20 up to 30 years | 22% |
| More than 30 up to 40 years | 14% |
| More than 40 up to 50 years | 18% |
| More than 50 up to 60 years | 20% |
| More than 60 up to 70 Jahre | 13% |
| More than 70 years          | 4%  |

#### Profession

|                                         |     |
|-----------------------------------------|-----|
| Free lancer                             | 11% |
| Managing Director or similar            | 1%  |
| Head of Department or similar           | 2%  |
| Head of Team                            | 12% |
| Lecturer / Teacher / Research associate | 3%  |
| Other employee / Civil servant          | 35% |
| Trainee                                 | 4%  |
| Other professional position             | 7%  |
| Pupil / Student                         | 9%  |
| House wife / House husband              | 3%  |
| Pensioner / Retired person              | 11% |
| Other non professionals                 | 2%  |

#### Net household income

|                               |     |
|-------------------------------|-----|
| Less than 1500 €              | 9%  |
| 1500 € up to less than 2500 € | 17% |
| 2500 € up to less than 3500 € | 17% |
| 3500 € up to less than 4500 € | 19% |
| 4500 € up to less than 6000 € | 17% |
| 6000 € and more               | 23% |

#### Size of household

|                    |     |
|--------------------|-----|
| 1 person           | 18% |
| 2 persons          | 48% |
| 3 persons          | 15% |
| 4 persons          | 13% |
| 5 and more persons | 6%  |

#### Frequency of visiting the fair

|                          |     |
|--------------------------|-----|
| First-time visitor       | 39% |
| Visitor of several times | 40% |
| Regular visitor          | 21% |

#### Purchase or order activities

|                               |     |
|-------------------------------|-----|
| Purchase or order at the fair |     |
| Yes                           | 23% |
| Maybe                         | 41% |
| No                            | 36% |

#### Follow-up business

|                                              |     |
|----------------------------------------------|-----|
| Intention to make a purchase at a later date |     |
| Yes                                          | 21% |
| Maybe                                        | 67% |
| No                                           | 13% |

Rounding differences possible